

Message Text

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PAGE 01 SEOUL 02112 160739Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----003241 161323Z /53

R 160653Z MAR 78
FM AMEMBASSY SEOUL
TO USDOC WASHDC
INFO SECSTATE WASHDC 9867
AMEMBASSY TAIPEI
AMCONGEN HONG KONG
AMEMBASSY MANILA

UNCLAS SEOUL 2112

E.O.11652: NA
TAGS: BEXP, KS
SUBJECT: "PACKAGING USA" VIDEO/CATALOG EXHIBITION, SEOUL AND
PUSAN

1. THE "PACKAGING USA" VIDEO/CATALOG EXHIBITION WAS HELD
AT THE U.S. TRADE CENTER IN SEOUL, MARCH 6-8, AND AT USIS/
PUSAN, MARCH 9-10, 1978. THE SHOW WAS A SUCCESS, WITH ALL
21 PARTICIPANTS SHARING 1,854 REQUESTS FOR CATALOGS AND
142 REQUESTS FOR AGENQY AGREEMENTS FROM 844 VISITORS. THE
FOLLOWING STATISTICS PROVIDE A THUMBNAIL SKETCH OF THE
RESULTS:

A. NUMBER OF FIRMS PARTICIPATING:	21
LB. NUMBER OF VISITORS:	844
C. NUMBER OF REGISTERED VISITORS:	413
D. MEMBER OF CATALOG REQUESTS:	1,854
E. NUMBER OF AGENCY INQUIRIES:	142
F. NUMBER OF FIRMS RECEIVING TRADE INQUIRIES:	21

2. ITR BASILIO LIACURIS CONTRIBUTED TO THE SUCCESS OF THE
SHOW. IN ADDITION TO CONSULTING WITH CUSTOMERS, HE WAS
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PAGE 02 SEOUL 02112 160739Z

ABLE TO GUIDE MANY VISITORS TO THE RIGHT SOURCE OF EQUIPMENT
FOR THEIR SPECIFIC NEEDS.

3. AT PUSAN, THE STAFF OF USIS DISPLAYED THEIR USUAL HIGH
LEVEL OF COOPERATION AND ENTHUSIASM FOR THE EXHIBITION;
FACTORS CRUCIAL TO ITS SUCCESS THERE. IN ADDITION TO THE
SUPERB PHYSICAL SET-UP, THERE WERE MANY EXTRA TOUCHES

INDICATIVE OF SYSTEMATIC AND THOUGHTFUL PREPARATION, SUCH AS POSTERS AND SIGNS, INDUSTRY CALLS, AND PLANT VISITS. SPECIAL MENTION SHOULD BE MADE OF THE PROMOTIONAL CAMPAIGN AMONG KEY PROSPECTS, WHICH RESULTED IN VERY HIGH QUALITY VISITORS, AS WELL AS PRESS AND TELEVISION COVERAGE OF THE OPENING CEREMONY.

4. WITH THE ENTHUSIASTIC RESPONSE OF KOREAN INDUSTRY AND THE RESULTANT LARGE NUMBER OF SALES LEADS THIS HAS BEEN A VERY SUCCESSFUL EXPORT PROMOTION ACTIVITY. IN ADDITION, THIS SHOW HAS GENERATED SEVERAL BSP PROPOSALS FROM LOCAL AGENTS IMPRESSED BY THE NUMBER AND QUALITY OF VISITORS.

5. A FULL REPORT PER REPAIR FOLLOWS.
SNEIDER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978SEOUL02112
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780117-0359
Format: TEL
From: SEOUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780360/aaaabyhm.tel
Line Count: 77
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f3eea1c5-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3307740
Secure: OPEN
Status: NATIVE
Subject: \"PACKAGING USA\" VIDEO/CATALOG EXHIBITION, SEOUL AND PUSAN
TAGS: BEXP, KS
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f3eea1c5-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
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